

## **Abstract of the Disclosure**

A shrink sleeve [101] for a contoured article [103] is made of a preferentially orientated shrink film [102]. The sleeve comprises a contoured side seam [104] defining a contoured shape portion similar to the shape of the contoured article. The contoured shape of the sleeve allows use of lower ratio shrink films and reduces distortion of printing 101F in the contoured shape portion of the sleeve.